

**WHAT IS CLAIMED IS:**

- 1 1. A method comprising:  
2 receiving a contribution request over a computer  
3 network, the contribution request corresponding to a  
4 client;  
5 including provider data and an embedded program in a  
6 contribution response, wherein the embedded program is  
7 adapted to non-intrusively extract competitive data  
8 that is included in a page of data at the client; and  
9 sending the contribution response over the computer  
10 network.
- 1 2. The method of claim 1 wherein the embedded program is  
2 further adapted to analyze the competitive data, the  
3 analysis further including:  
4 comparing the competitive data with the provider data;  
5 and  
6 changing the provider data in response to the  
7 comparing.
- 1 3. The method of claim 1 wherein the embedded program is  
2 further adapted to send the competitive data over the  
3 computer network.
- 1 4. The method of claim 3 further comprising:  
2 receiving the competitive data;  
3 comparing the competitive data with the provider data;  
4 determining whether to change the provider data in  
5 response to the comparing;

6 changing the provider data in response to the  
7 determination, the changing resulting in changed  
8 provider data; and

9 sending the changed provider data to the client over  
10 the computer network.

1 5. The method of claim 1 wherein the contribution request  
2 is sent from a portal, and wherein the portal includes  
3 the provider data and the competitive data in the page  
4 of data.

1 6. The method of claim 1 wherein the competitive data is  
2 selected from the group consisting of a data value, a  
3 domain, a page position, and a display attribute.

1 7. The method of claim 1 wherein the embedded program is  
2 further adapted to extract a provider page position,  
3 the provider page position corresponding to the  
4 location of the provider data on the page of data.

1 8. An information handling system comprising:  
2 one or more processors;

3 a memory accessible by the processors;

4 one or more nonvolatile storage devices accessible by  
5 the processors; and

6 a competitive analysis tool for analyzing competitive  
7 data, the competitive analysis tool comprising  
8 software code effective to:

9 receive a contribution request over a  
10 computer network, the contribution request  
11 corresponding to a client;

12 include provider data and an embedded  
13 program in a contribution response, wherein  
14 the embedded program is adapted to non-  
15 intrusively extract competitive data that is  
16 included in a page of data at the client;  
17 and  
18 send the contribution response over the  
19 computer network.

1 9. The information handling system of claim 8 wherein the  
2 embedded program is further adapted to analyze the  
3 competitive data, wherein the software code is further  
4 effective to:  
5 compare the competitive data with the provider data;  
6 and  
7 change the provider data in response to the comparing.

1 10. The information handling system of claim 8 wherein the  
2 embedded program is further adapted to send the  
3 competitive data over the computer network.

1 11. The information handling system of claim 10 wherein  
2 the software code is further effective to:  
3 receive the competitive data;  
4 compare the competitive data with the provider data;  
5 determine whether to change the provider data in  
6 response to the comparing;  
7 change the provider data in response to the  
8 determination, the changing resulting in changed  
9 provider data; and

10        send the changed provider data to the client over the  
11        computer network.

1    12.   The information handling system of claim 8 wherein the  
2        contribution request is sent from a portal, and  
3        wherein the portal includes the provider data and the  
4        competitive data in the page of data.

1    13.   The information handling system of claim 8 wherein the  
2        competitive data is selected from the group consisting  
3        of a data value, a domain, a page position, and a  
4        display attribute.

1    14.   The information handling system of claim 8 wherein the  
2        embedded program is further adapted to extract a  
3        provider page position, the provider page position  
4        corresponding to the location of the provider data on  
5        the page of data.

1    15.   A program product comprising:  
2        computer operable medium having computer program code,  
3        the computer program code being effective to:  
4        receive a contribution request over a computer  
5        network, the contribution request corresponding to a  
6        client;  
7        include provider data and an embedded program in a  
8        contribution response, wherein the embedded program is  
9        adapted to non-intrusively extract competitive data  
10       that is included in a page of data at the client; and  
11       send the contribution response over the computer  
12       network.

- 1 16. The program product of claim 15 wherein the embedded  
2 program is further adapted to analyze the competitive  
3 data, wherein the computer program code is further  
4 effective to:  
5 compare the competitive data with the provider data;  
6 and  
7 change the provider data in response to the comparing.
- 1 17. The program product of claim 15 wherein the embedded  
2 program is further adapted to send the competitive  
3 data over the computer network.
- 1 18. The program product of claim 10 wherein the computer  
2 program code is further effective to:  
3 receive the competitive data;  
4 compare the competitive data with the provider data;  
5 determine whether to change the provider data in  
6 response to the comparing;  
7 change the provider data in response to the  
8 determination, the changing resulting in changed  
9 provider data; and  
10 send the changed provider data to the client over the  
11 computer network.
- 1 19. The program product of claim 15 wherein the  
2 contribution request is sent from a portal, and  
3 wherein the portal includes the provider data and the  
4 competitive data in the page of data.

1 20. The program product of claim 15 wherein the  
2 competitive data is selected from the group consisting  
3 of a data value, a domain, a page position, and a  
4 display attribute.

1 21. The program product of claim 15 wherein the embedded  
2 program is further adapted to extract a provider page  
3 position, the provider page position corresponding to  
4 the location of the provider data on the page of data.

1 22. A method comprising:  
2 receiving a contribution request over a computer  
3 network, the contribution request corresponding to a  
4 client;  
5 including provider data and an embedded program in a  
6 contribution response, wherein the embedded program is  
7 adapted to non-intrusively extract competitive data  
8 that is included in a page of data at the client, and  
9 wherein the embedded program is further adapted to  
10 analyze the competitive data, the analysis further  
11 including:  
12 comparing the competitive data with the  
13 provider data; and  
14 changing the provider data in response to  
15 the comparing; and  
16 sending the contribution response over the computer  
17 network.

1 23. An information handling system comprising:  
2 one or more processors;

3       a memory accessible by the processors;  
4       one or more nonvolatile storage devices accessible by  
5       the processors; and  
6       a competitive analysis tool for analyzing competitive  
7       data, the competitive analysis tool comprising  
8       software code effective to:

9               receive a contribution request over a  
10              computer network, the contribution request  
11              corresponding to a client;  
12              include provider data and an embedded  
13              program in a contribution response, wherein  
14              the embedded program is adapted to non-  
15              intrusively extract competitive data that is  
16              included in a page of data at the client,  
17              compare the competitive data with the  
18              provider data, and change the provider data  
19              in response to the comparing; and  
20              send the contribution response over the  
21              computer network.

1   24. A program product comprising:  
2       computer operable medium having computer program code,  
3       the computer program code being effective to:  
4       receive a contribution request over a computer  
5       network, the contribution request corresponding to a  
6       client;  
7       include provider data and an embedded program in a  
8       contribution response, wherein the embedded program is  
9       adapted to non-intrusively extract competitive data

10       that is included in a page of data at the client  
11       compare the competitive data with the provider data,  
12       change the provider data in response to the comparing;  
13       and  
14       send the contribution response over the computer  
15       network.

1   25.   A method comprising:  
2       receiving a contribution request over a computer  
3       network, the contribution request corresponding to a  
4       client;  
5       including provider data and an embedded program in a  
6       contribution response, wherein the embedded program is  
7       adapted to non-intrusively extract competitive data  
8       that is included in a page of data at the client;  
9       sending the contribution response over the computer  
10       network;  
11       receiving the competitive data from the embedded  
12       program;  
13       comparing the competitive data with the provider data;  
14       determining whether to change the provider data in  
15       response to the comparing;  
16       changing the provider data in response to the  
17       determination, the changing resulting in changed  
18       provider data; and  
19       sending the changed provider data to the client over  
20       the computer network.

1   26.   An information handling system comprising:



2       one or more processors;

3       a memory accessible by the processors;

4       one or more nonvolatile storage devices accessible by

5       the processors; and

6       a competitive analysis tool for analyzing competitive

7       data, the competitive analysis tool comprising

8       software code effective to:

9               receive a contribution request over a

10              computer network, the contribution request

11              corresponding to a client;

12              include provider data and an embedded

13              program in a contribution response, wherein

14              the embedded program is adapted to non-

15              intrusively extract competitive data that is

16              included in a page of data at the client;

17              send the contribution response over the

18              computer network;

19              receive the competitive data from the

20              embedded program;

21              compare the competitive data with the

22              provider data;

23              determine whether to change the provider

24              data in response to the comparing;

25              change the provider data in response to the

26              determination, the changing resulting in

27              changed provider data; and

28                    send the changed provider data to the client  
29                    over the computer network.

1    27.   A program product comprising:  
2           computer operable medium having computer program code,  
3           the computer program code being effective to:  
4           receive a contribution request over a computer  
5           network, the contribution request corresponding to a  
6           client;  
7           include provider data and an embedded program in a  
8           contribution response, wherein the embedded program is  
9           adapted to non-intrusively extract competitive data  
10           that is included in a page of data at the client;  
11           send the contribution response over the computer  
12           network;  
13           receive the competitive data from the embedded  
14           program;  
15           compare the competitive data with the provider data;  
16           determine whether to change the provider data in  
17           response to the comparing;  
18           change the provider data in response to the  
19           determination, the changing resulting in changed  
20           provider data; and  
21           send the changed provider data to the client over the  
22           computer network.